

EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Robin C. Clark on 5/22/08.

2. Please replace Claims 1, 3, 9, 11, 12, 21, 22, 24, 30, 32, 33, 43, and 47 with amended Claims 1, 3, 9, 11, 12, 21, 22, 24, 30, 32, 33, 43, and 47 and cancel Claims 5, 7, and 26.

Claim 1 (currently amended) A computer-implemented method comprising:

storing, in a searchable database, content data sets representing printed items from publications respectively printed by a plurality of respective publishers, where each of the content data sets includes text from at least one of the printed items;

storing advertisement data sets representing advertisements printed with the printed items, where the advertisement data sets are different from the content data sets and include data for linking to information about at least one product or service corresponding to the advertisements;

storing an index representing information included in a plurality of web documents;

receiving a search query;

identifying one or more relevant web documents and one or more relevant printed items based on a search of the index and the content data sets using the search query;

identifying one or more advertisement data sets representing advertisements printed with the relevant printed items;

generating an integrated ranked listing comprising at least one characterization of at least one of the relevant web documents and at least one characterization of at least one of the relevant printed items;

where the at least one characterization of the at least one of the relevant printed items includes data directing a search engine to update advertisement information associated with the at least one of the relevant printed items; and

for said at least one of the relevant printed items, providing at least one of: an electronic reference for accessing further information, or a link to information about a product represented in one of the advertisements represented in the identified one or more advertisement data sets.

Claim 3 (Currently amended) The method of claim 2, further comprising:

executing a permission protocol in which [[the]] a publisher provides authorization to provide additional text from said at least one of the relevant printed items.

Claim 5 (Canceled)

Claim 7 (Canceled)

Claim 9 (Currently amended) The method of claim 8, wherein the data from the at least one of the advertisement data sets representing the at least one advertisement further comprises data representing ~~at least one of:~~

~~data for linking to information about at least one product represented in the at least one advertisement;~~

data for displaying information about the at least one product represented in the at least one advertisement; ~~or~~

~~data directing a search engine to update advertisement information associated with the at least one of the relevant printed items.~~

Claim 11 (Currently amended) The method of claim 10, wherein the scanned printed items comprise copyrighted printed items, the method further including:

executing a permission protocol in which ~~[[the]]~~ a publisher provides authorization over the Internet that permits a search engine to present additional text from said at least one of the relevant printed items, the authorization being based on the electronic reference for accessing further information for said at least one of the relevant printed items.

Claim 12 (Currently amended) The method of claim 10, wherein the scanned printed items comprise copyrighted printed items, the method further including:

executing a permission protocol in which ~~[[the]]~~ a publisher provides authorization over the Internet that permits a search engine to present additional text from said at least one of the relevant printed items, the authorization being in response to a representative of the publisher submitting the search query and, in response the search

engine providing the electronic reference for accessing further information for said at least one of the relevant printed items.

Claim 21 (currently amended) A system including a searchable database and a computer, the system comprising:

means for storing, in the searchable database, content data sets representing printed items from publications respectively printed by a plurality of respective publishers, each content data set including text from at least one of the printed items;

means for storing advertisement data sets representing advertisements printed with the printed items;

means for receiving a search query;

means for identifying one or more relevant web pages and one or more content data sets corresponding to one or more relevant printed items based on the search query;

means for identifying one or more advertisement data sets representing advertisements printed with the printed items represented by the one or more identified content data sets;

means for returning at least one characterization of at least one of the relevant web pages and at least one characterization of at least one of the relevant printed items and, for said at least one of the relevant printed items, providing an electronic path for accessing further information;

where the at least one characterization of said at least one of the relevant printed items further comprises ~~at least one of: data for linking information about at least one~~

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~~product represented in the one or more advertisements represented by the one or more identified advertisement data sets, data for displaying information about the at least one product represented in the one or more advertisements, or data directing a search engine to update advertisement information associated with the at least one of the relevant printed items; and~~

means for ranking the returned at least one characterization of at least one of the relevant web pages and the at least one characterization of at least one of the relevant printed items to generate an integrated ranked listing of relevant characterizations.

Claim 22 (currently amended) A system, comprising:

a first programmable computer node to:

store content data sets in a searchable database, the content data sets representing printed items from publications respectively printed by a plurality of respective publishers, and advertisement data sets representing advertisements printed with the printed items, where the advertisement data sets are different from the content data sets, where the advertisement data sets include data for linking to information about a product corresponding to the advertisements, and where each content data set includes text from at least one of the printed items; and

a second programmable computer node to:

identify relevant web pages and content data sets corresponding to one or more relevant printed items based on a received search query,

identify one or more advertisement data sets representing advertisements printed with the one or more relevant printed items,

~~generating an integrated ranked listing comprising~~ return at least one characterization of at least one of the relevant web pages and at least one characterization of at least of the relevant printed items,

where the at least one characterization of the at least one of the relevant printed items includes data directing a search engine to update advertisement information associated with the at least one of the relevant printed items, and

for said at least one of the relevant printed items, provide data corresponding to the identified one or more advertisement data sets representing advertisements printed with said at least one of the relevant printed items.

Claim 24 (currently amended) The system of claim 23, further comprising:
a third programmable computer node to execute a permission protocol in which ~~[[the]]~~ a publisher provides authorization to provide additional text from said at least one of the relevant printed items.

Claim 26 (Canceled)

Claim 30 (currently amended) The system of claim 22, wherein the stored advertisement data sets include information representing ~~at least one of: data for linking to information about a product represented in one of the advertisements, data related to presenting information about a product represented in one of the advertisements, or data for directing the second programmable computer node to update advertisement information for one of the relevant printed items.~~

Claim 32 (Currently amended) The system of claim 31, wherein the scanned printed items comprise copyrighted printed items, and further comprising:

means for executing a permission protocol in which [[the]] a publisher provides authorization over the Internet that permits the second programmable computer node to present additional text from said at least one of the relevant printed items, the authorization being in response to the second programmable computer node providing an electronic path for accessing further information for said at least one of the relevant printed items.

Claim 33 (Currently amended) The system of claim 31, wherein the scanned printed items comprise copyrighted printed items, and further comprising:

means for executing a permission protocol in which [[the]] a publisher provides authorization over the Internet that permits the second programmable computer node to present additional text from said at least one of the relevant printed items, the authorization being in response to a representative of the publisher submitting the search query and, in response the second programmable computer node providing the electronic path for accessing further information for said at least one of the relevant printed items.

Claim 43 (currently amended) A computer device, including a searchable database, comprising:

means for storing in the searchable database content data sets representing printed items from publications respectively printed by a plurality of respective publishers, each content data set including text from at least one of the printed items;

means for storing advertisement data sets representing advertisements related to the printed items, the advertisement data sets including data for linking to information about [[a]] products corresponding to the advertisements;

~~means for recording, for each content data set, whether the respective publisher has authorized display of the printed item;~~

means, responsive to a search query, for identifying one or more relevant web documents and one or more content data sets corresponding to one or more relevant printed items based on the search query;

means for generating an integrated ranked listing comprising ~~returning~~ at least one characterization of at least one of the relevant web ~~pages~~ documents and at least one characterization of at least one of the relevant printed items and, ~~for said at least one of the relevant printed items for which the respective publisher has authorized display,~~ providing an electronic path for accessing a copyrighted version of the printed item,

where the at least one characterization of the at least one of the relevant printed items includes data directing a search engine to update advertisement information associated with the at least one of the relevant printed items, and

~~wherein~~ where the means for returning at least one characterization of the relevant printed items includes means for returning information from an advertisement for said at least one of the relevant printed items from the advertisement data sets corresponding to the relevant printed items.

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Claim 47 (currently amended) A ~~computing device~~ computer-implemented method, comprising:

storing, in a searchable database, content data representing publication items produced by a plurality of publishers,

storing advertisement data representing advertisements printed with the publication items, where the advertisement data is linked to the content data, the advertisement data includes data for linking to information about a product corresponding to the advertisements;

responsive to a search query, identifying one or more relevant web-accessible documents and one or more content data sets corresponding to the one or more relevant publication items based on the search query;

identifying one or more advertisement data sets representing advertisements printed with the relevant publication items;

ranking the identified web-accessible documents and the relevant publication items; and

returning ~~[[as]]~~ an integrated ranked search results ~~[[a]]~~ listing based on the ranking,

where the listing includes at least one characterization ~~of at least one~~ of the relevant web-accessible documents~~[[,]]~~ and at least one characterization of at least one of the relevant publication items for said at least one of the relevant publication items, an electronic path for accessing further information, and information from the ~~one or more~~ advertisements for said at least one of the relevant publication items from the one

or more advertisements data sets corresponding to the relevant ~~printed~~ publication items,

where the at least one characterization of the at least one of the relevant publication items includes data directing a search engine to update advertisement information associated with the at least one of the relevant publication items.

Allowable Subject Matter

3. Claims 1-3, 6, 8-24, 27, 28, 30-37, 39, 40, 43 and 47-49 are allowed.

Conclusion

4. Any prior art made of record and not relied upon is considered pertinent to applicant's disclosure. Applicant is advised that, although not used in the rejections above, prior art cited on any PTO-892 form and not relied upon is considered materially relevant to the applicant's claimed invention and/or portions of the claimed invention.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Brent S. Stace whose telephone number is 571-272-8372 and fax number is 571-273-8372. The examiner can normally be reached on M-F 9am-5:30pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Apu M. Mofiz can be reached on 571-272-4080. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

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